

Customizing Hotel Services by Mobile Application (CHSMA)

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ABSTRACT

Hotel Services are commonly provided by hotels in order to satisfy customer's needs where it usually done by manual or website. Developing systematic ways to improve the hotel services where to relate with the Mobile Application system to the customizing of the hotel service where provide an access to the hotel information and also to help customer to making decision. The ultimate goal is the ability to help customer to customizing hotel services by mobile application to arrive at a better overall system. The purpose of this proposal is to take a small step in the direction of developing a unifying approach for reasoning about customizing hotel services by mobile application, however propose to design mobile application for hotel reservation as 85% of Malaysian own hand phone, so in this study a design the application and prototype will be developed using mobile device to help the reservation process in anytime, anywhere, quickly and easily.

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CHAPTER ONE

INTRODUCTION

1. INTRODUCTION

Wireless Application Protocol (WAP) provides a set of open and uniform technology platform, it make it easier that the user's mobile device access and get the various information service of Internet and Intranet, which are presented by the uniform content format. The customizing hotel services has a traditional way to do the reservation process by manually or website which used now, these process need time and effort from the customer, the most hotels in the world have techniques to do the reservation process such as: The web site, so I build up a prototype for hotel to help the customer, VIP and staff to reservation in anytime and anywhere through this prototype, just the customer can reserve simply by using his/her mobile/cell phone.

Mobile device such as Personal Digital Assistants (PDAs) are handheld device for managing contacts, appointments and tasks. It typically includes a name and addresses database, calendar, and to-do list and note taker. Handheld Personal device or cellular phone, enjoy enormous popularity. The huge growth and rising demands as well as user's reliance to access internet content anywhere at any time. Mobile computing device like PDAs, cell phone and wearable are increasingly playing an important role in our daily life. The flexibility and mobility of handheld device make them ideally suited to reservation the room during mobile device.

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